

Form PTO-1449

(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T706-11

APPLN NO.

09/807,887

INFORMATION DISCLOSURE CITATION

APPLICANT

ELDERING

FILING DATE

19 APRIL 2001

GROUP

2152

(Use several sheets if necessary)

U.S. PATENT DOCUMENTS

| EXR INITIAL | | DOCUMENT NUMBER | | | | | | | DATE | NAME | CLASS | SUBCLASS | FILING DATE IF APPROPRIATE |
|----------------|-----|-----------------|---|---|---|---|---|---|-------|--------------------|-------|----------|-------------------------------|
| FE | AFF | 4 | 9 | 7 | 2 | 5 | 0 | 4 | 11/90 | Daniel, Jr. et al. | 455 | 2 | |
| FE | AGG | 5 | 2 | 0 | 1 | 0 | 1 | 0 | 04/93 | Deaton et al. | 382 | 7 | |
| FE | AHH | 5 | 2 | 3 | 7 | 6 | 2 | 0 | 08/93 | Deaton et al. | 382 | 7 | |
| FE | AII | 5 | 3 | 0 | 5 | 1 | 9 | 6 | 04/94 | Deaton et al. | 364 | 401 | |
| FE | AJJ | 5 | 3 | 1 | 5 | 0 | 9 | 3 | 05/94 | Stewart | 235 | 381 | |
| FE | AKK | 5 | 3 | 2 | 7 | 5 | 0 | 8 | 07/94 | Deaton et al. | 382 | 7 | |
| FE | ALL | 5 | 3 | 3 | 1 | 5 | 4 | 4 | 07/94 | Deaton et al. | 364 | 401 | |
| FE | AMM | 5 | 3 | 8 | 8 | 1 | 6 | 5 | 02/95 | Deaton et al. | 382 | 7 | |
| FE | ANN | 5 | 4 | 3 | 0 | 6 | 4 | 4 | 07/95 | Deaton et al. | 364 | 401 | |
| FE | AOO | 5 | 4 | 4 | 8 | 4 | 7 | 1 | 09/95 | Deaton et al. | 364 | 401 | |
| FE | APP | 5 | 5 | 5 | 9 | 5 | 4 | 9 | 09/96 | Hendricks et al. | 348 | 6 | |

| | | DOCUMENT NUMBER | | | | | | | DATE | COUNTRY | CLASS | SUBCLASS | TRANSLATION | |
|----|----|-----------------|---|---|---|---|---|---|-------|---------|-------|----------|-------------|----|
| | | | | | | | | | | | | | YES | NO |
| FE | BL | 9 | 4 | 2 | 3 | 3 | 8 | 3 | 10/94 | WO | | | | |
| FE | BM | 9 | 7 | 2 | 6 | 6 | 1 | 2 | 07/97 | WO | | | | |
| FE | BN | 9 | 8 | 3 | 4 | 1 | 8 | 9 | 08/98 | WO | | | | |
| FE | BO | 9 | 9 | 6 | 5 | 2 | 3 | 7 | 12/99 | WO | | | | |

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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EXAMINER

Krantz Coby

DATE CONSIDERED

1/13/06

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Form PTO-1449

(REV. 8-83)

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|----------------|-----|-----------------|---|---|---|---|---|---|-------|-----------------|-------|----------|-------------------------------|
| FE | AQQ | 5 | 6 | 2 | 1 | 8 | 1 | 2 | 04/97 | Deaton et al. | 382 | 100 | |
| FE | ARR | 5 | 6 | 3 | 8 | 4 | 5 | 7 | 06/97 | Deaton et al. | 382 | 100 | |
| FE | ASS | 5 | 6 | 4 | 2 | 4 | 8 | 5 | 06/97 | Deaton et al. | 395 | 214 | |
| FE | ATT | 5 | 6 | 4 | 4 | 7 | 2 | 3 | 07/97 | Deaton et al. | 395 | 214 | |
| FE | AUU | 5 | 6 | 4 | 9 | 1 | 1 | 4 | 07/97 | Deaton et al. | 395 | 214 | |
| FE | AVV | 5 | 6 | 5 | 9 | 4 | 6 | 9 | 08/97 | Deaton et al. | 395 | 214 | |
| FE | AWW | 5 | 7 | 6 | 1 | 6 | 6 | 2 | 06/98 | Dasan | 707 | 10 | |
| FE | AXX | 5 | 9 | 7 | 0 | 4 | 6 | 9 | 10/99 | Scroggie et al. | 705 | 14 | |
| FE | AYY | 5 | 9 | 7 | 4 | 3 | 9 | 6 | 10/99 | Anderson et al. | 705 | 10 | |
| FE | AZZ | 5 | 6 | 7 | 5 | 6 | 6 | 2 | 10/97 | Deaton et al. | 382 | 137 | |
| FE | A1A | 5 | 9 | 9 | 1 | 7 | 3 | 5 | 11/99 | Gerace | 705 | 10 | |

| | | DOCUMENT NUMBER | | | | | | | DATE | COUNTRY | CLASS | SUBCLASS | TRANSLATION | |
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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|----------------|-----|-----------------|---|---|---|---|---|---|-------|---------------------|-------|----------|-------------------------------|
| RE | A1B | 6 | 0 | 0 | 5 | 5 | 9 | 7 | 12/99 | Barrett et al. | 348 | 1 | |
| RE | A1C | 6 | 0 | 1 | 4 | 6 | 3 | 4 | 01/00 | Scroggie et al. | 705 | 14 | |
| RE | A1D | 6 | 0 | 2 | 6 | 3 | 7 | 0 | 02/00 | Jermyn | 705 | 14 | |
| RE | A1E | 6 | 0 | 5 | 5 | 5 | 7 | 3 | 04/00 | Gardenswartz et al. | 709 | 224 | |
| RE | A1F | 6 | 1 | 0 | 8 | 6 | 3 | 7 | 08/00 | Blumenau | 705 | 7 | |
| RE | A1G | 6 | 1 | 3 | 4 | 5 | 3 | 2 | 10/00 | Lazarus et al. | 705 | 14 | |
| RE | A1H | 6 | 1 | 6 | 0 | 9 | 8 | 9 | 12/00 | Hendricks et al. | 455 | 4.2 | |
| RE | A1I | 6 | 1 | 8 | 5 | 5 | 4 | 1 | 02/01 | Scroggie et al. | 705 | 14 | |
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

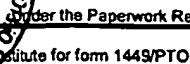
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PTO/SB/08A (08-03)



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Sheet 2

2

of

2

Application Number

09/807,887

Filing Date

19 APR 2001

First Named Inventor

ELDERING

Art Unit

2171

Examiner Name

SANTOS, PATRICK JD

Attorney Docket Number

T706-11

| Examiner Initials* | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
|-----------------------|--------------------------|---|----------------|
| FL | CG | GALLAGHER et al A Framework for Targeting Banner Advertising on the Internet, System Sciences, January 1997, Proceedings of the 30th Hawaii International Conference. Vol 4. pages 265-274. | |
| FL | CH | MCCANDLESS. Web Advertising, IEEE Intelligent Systems. June 1998. Vol. 13. pages 8-9 | |
| FL | CI | CHANG et al. In Exchange for Consumer Information on the Internet: The Economics and Issues. System Sciences, January 1998., Proceedings of the 31st Hawaii International Conference. Vol 4. pages 533-542. | |
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| | | <u>Technology Center 2100</u> | |
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**Examiner
Signature**

Frantz Coby

Date _____

Considered

1/13/06

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07/22/04

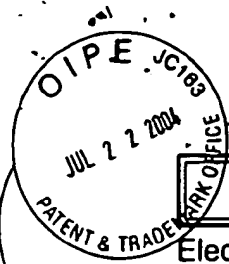


ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

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|---|---|------------|------------|----------|---|-------|----------|
| Title of Invention | Consumer Profiling and Advertising Selection System | | | | | | |
| Application Number: 09/807887 | | | | |  | | |
| Confirmation Number: 5900 | | | | | | | |
| First Named Applicant: Charles Eldering | | | | | | | |
| Attorney Docket Number: T706-11 | | | | | RECEIVED | | |
| Art Unit: 2171 | | | | | AUG 26 2004 | | |
| Examiner: Patrick JD Santos | | | | | Technology Center 2100 | | |
| Search string: (5754939 or 6216129 or 6298348 or 6560578 or 5661516).pn. | | | | | | | |
| US Patent Documents | | | | | | | |
| Note: Applicant is not required to submit a paper copy of cited US Patent Documents | | | | | | | |
| init | Cite.No. | Patent No. | Date | Patentee | Kind | Class | Subclass |
|  | 1 | 5754939 | 1998-05-01 | HERZ | | | |
|  | 2 | 6216129 | 2001-04-01 | ELDERING | | | |
|  | 3 | 6298348 | 2001-10-01 | ELDERING | | | |
|  | 4 | 6560578 | 2003-05-01 | ELDERING | | | |
|  | 5 | 5661516 | 1997-08-01 | CARLES | | | |
| Signature | | | | | | | |
| Examiner Name | | | | Date | | | |
|  | | | | 4/13/06 | | | |



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of
Invention

Consumer Profiling and Advertisement Selection System

Application Number: 09/807887

Confirmation Number: 5900

First Named Applicant: Charles Eldering

Attorney Docket Number: T706-11

Art Unit: 2171

Examiner: Patrick JD Santos

Search string: (5724521 or 5761662 or 5978799 or 5604542
or 6009410 or 6038591 or 5848396 or
5933811).pn.



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Technology Center 2100

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

| init | Cite.No. | Patent No. | Date | Patentee | Kind | Class | Subclass |
|------|----------|------------|------------|----------|------|-------|----------|
| FE | 1 | 5724521 | 1998-03-03 | DEDRICK | | | |
| FE | 2 | 5761662 | 1998-06-02 | DASAN | | | |
| FE | 3 | 5978799 | 1999-11-02 | HIRSCH | | | |
| FE | 4 | 5604542 | 1997-02-18 | DEDRICK | | | |
| FE | 5 | 6009410 | 1999-12-28 | LEMOLE | | | |
| FE | 6 | 6038591 | 2000-03-14 | WOLFE | | | |
| FE | 7 | 5848396 | 1998-12-08 | GERACE | | | |
| FE | 8 | 5933811 | 1999-08-03 | ANGLES | | | |

Signature

| Examiner Name | Date |
|----------------------|---------|
| <i>Frank J. Coby</i> | 4/13/06 |

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1

of 1

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| | |
|------------------------|--------------------|
| Application Number | 09/807,887 |
| Filing Date | 19 APR 2001 |
| First Named Inventor | ELDERING |
| Art Unit | 2171 |
| Examiner Name | SANTOS, PATRICK JD |
| Attorney Docket Number | 1706-11 |

U. S. PATENT DOCUMENTS

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FOREIGN PATENT DOCUMENTS

| FOREIGN PATENT DOCUMENTS | | | | | |
|--------------------------|-----------------------|---|------------------|---|---|
| Examiner Initials* | Cite No. ¹ | Foreign Patent Document | Publication Date | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear |
| | | Country Code ² Number ⁴ Kind Code ³ (If known) | MM-DD-YYYY | | |
| FC | BP | WO9717774 | 05-15-1997 | PARK | X |
| FC | BQ | WO9966719 | 12-23-1999 | ZIGMOND | |
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| Examiner Signature | <i>Hantz Gby</i> | Date Considered | 1/13/06 |
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PTO/SB/08A (08-03)

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Sheet 1

of 2

Complete if Known

| | |
|------------------------|--------------------|
| Application Number | 09/807,887 |
| Filing Date | 19 APR 2001 |
| First Named Inventor | ELDERING |
| Art Unit | 2171 |
| Examiner Name | SANTOS, PATRICK JD |
| Attorney Docket Number | T706-11 |

U. S. PATENT DOCUMENTS

| Examiner Initials* | Cite No. ¹ | Document Number | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
|--------------------|-----------------------|--|--------------------------------|--|---|
| | | Number-Kind Code ² (if known) | | | |
| KE | AAB | US- 4930011 | 05/29/1990 | Kiewit; David A. | |
| KE | AAC | US- 5099319 | 03/24/1992 | Esch; Arthur G. | |
| KE | AAD | US- 5758257 | 05/26/1998 | Herz; Frederick et al | |
| KE | AAE | US- 5918014 | 06/29/1999 | Robinson; Gary B. | |
| KE | AAF | US- 5930764 | 07/27/1999 | Melchione, Anthony T. | |
| KE | AAG | US- 6009409 | 12/28/1999 | Adler; Micah A. | |
| KE | AAH | US- 6084628 | 07/04/2000 | Sawyer; Francois | |
| KE | AAI | US- 20030088872 | 05/08/2003 | Maissel, Jonathan et al | |
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FOREIGN PATENT DOCUMENTS

| Examiner Initials* | Cite No. ¹ | Foreign Patent Document | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear | † |
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Examiner
Signature*Patrick J. Santos*Date
Considered

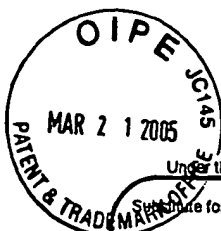
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03-17-05



PTO/SB/08B (08-03)

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| INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary) | | Complete if Known | |
| | | Application Number | 09/807,887 |
| | | Filing Date | 19 APRIL 2001 |
| | | First Named Inventor | ELDERING, CHARLES A. |
| | | Art Unit | 2161 |
| | | Examiner Name | SANTOS, PATRICK JD |
| Sheet 2 | of 2 | Attorney Docket Number | T706-11 |

| NON PATENT LITERATURE DOCUMENTS | | | |
|---------------------------------|-----------------------|---|----------------|
| Examiner Initials* | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
| FL | CJ | ARMSTRONG, LARRY, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, pgs. cover, table of contents, 164, 166. | |
| FL | CK | ROSSI, MCCULLOCH, ALLENBY, "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs. | |
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| Examiner Signature | <i>Heavitz Cosby</i> | Date Considered | 1/13/06 |
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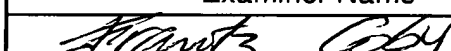
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03-17-05

ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

| Title of Invention | Consumer Profiling and advertisement selection system | | | | | | |
|---|---|-------------|------------|-----------|------|-------|----------|
| <p>Application Number : 09/807887 </p> <p>Confirmation Number: 5900</p> <p>First Named Applicant: Charles Eldering</p> <p>Attorney Docket Number: T706-11</p> <p>Art Unit: 2161</p> <p>Examiner: Patrick JD Santos</p> <p>Search string: (5796952 or 6643696 or 20020099812).pn</p> | | | | | | | |
| US Patent Documents | | | | | | | |
| Note: Applicant is not required to submit a paper copy of cited US Patent Documents | | | | | | | |
| init | Cite.No. | Patent No. | Date | Patentee | Kind | Class | Subclass |
| FC | 1 | 5796952 | 1998-08-18 | DAVIS | — | — | — |
| FC | 2 | 6643696 | 2003-11-04 | DAVIS | — | — | — |
| US Published Applications | | | | | | | |
| Note: Applicant is not required to submit a paper copy of cited US Published Applications | | | | | | | |
| init | Cite.No. | Pub. No. | Date | Applicant | Kind | Class | Subclass |
| FC | 1 | 20020099812 | 2002-07-25 | DAVIS | — | — | — |
| Signature | | | | | | | |
| Examiner Name | | | | Date | | | |
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PTO/SB/08A (08-03)

Approved for use through 07/31/2006, OMB 0851-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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Substitute for form 1449PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known

| | |
|------------------------|--------------------|
| Application Number | 09/807,887 |
| Filing Date | 04/19/2001 |
| First Named Inventor | Eldering, Charles |
| Art Unit | 2152 |
| Examiner Name | Santos, Patrick JD |
| Attorney Docket Number | T706-11 |

| U. S. PATENT DOCUMENTS | | | | | |
|------------------------|--------------|------------------------------|--------------------------------|--|---|
| Examiner Initials* | Cite No.† | Document Number | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
| | | Number-Kind Code* (if known) | | | |
| FL | AAJ | US- 6266849 | 07/24/2001 | Linden, Gregory D. et al. | |
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|--------------------------|--------------|---|--------------------------------|--|---|
| Examiner Initials* | Cite No.† | Foreign Patent Document | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear |
| | | Country Code* Number* Kind Code* (if known) | | | |
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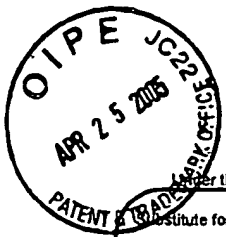
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| Examiner Signature | <i>Frank Gaby</i> | Date Considered | 1/13/06 |
|-----------------------|-------------------|--------------------|---------|

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 809. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. † Applicant's unique citation designation number (optional). ‡ See Kind Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. * Enter Office that issued the document by the two-letter code (WIPO Standard ST.3). * For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. † Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.10 if possible. * Applicant is to place a check mark here if English language translation is attached.

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04/07/2005



PTO/SB/088 (08-03)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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| INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary) | Complete if Known | | |
| | Application Number | 09/807,887 | |
| | Filing Date | 19 APRIL 2001 | |
| | First Named Inventor | ELDERING, CHARLES A. | |
| | Art Unit | 2161 | |
| | Examiner Name | SANTOS, PATRICK JD | |
| Sheet 1 | of 1 | Attorney Docket Number | T706-11 |

| NON PATENT LITERATURE DOCUMENTS | | | |
|---------------------------------|--------------------------|---|----------------|
| Examiner Initials* | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
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| Examiner Signature | <i>Santos Goby</i> | Date Considered | 1/13/06 |
|-----------------------|--------------------|--------------------|---------|

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.
1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.
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If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

04-21-05

ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

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|-------------------------------|---|
| Title of Invention | Consumer profiling and advertisement selection system |
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Application Number : 09/807887



Confirmation Number: 5900

First Named Applicant: Charles Eldering

Attorney Docket Number: T706-11

Art Unit: 2161

Examiner: Patrick JD Santos

Search string: (5835087 or 6571279 or 6029195 or 5754938 or 5351075 or 20030037041 or 20010014868).pn

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

| init | Cite.No. | Patent No. | Date | Patentee | Kind | Class | Subclass |
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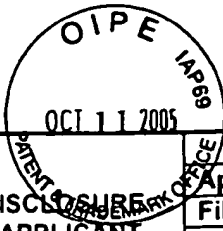
US Published Applications

Note: Applicant is not required to submit a paper copy of cited US Published Applications

| init | Cite.No. | Pub. No. | Date | Applicant | Kind | Class | Subclass |
|-----------|----------|-------------|------------|-----------|------|-------|----------|
| <i>PC</i> | 1 | 20030037041 | 2003-02-20 | Hertz | | | |
| <i>PC</i> | 2 | 20010014868 | 2001-08-16 | Herz | | | |

Signature

| | |
|--------------------------|----------------|
| Examiner Name | Date |
| <i>Patrick JD Santos</i> | <i>1/13/06</i> |



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|---|------------------------|----------------------|-------------------|
| Form PTO/SB/08A | | Complete if Known | |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary) | | Application Number | 09/807,887 |
| | | Filing Date | 19 APRIL 2001 |
| | | First Named Inventor | Eldering, Charles |
| | | Group Art Unit | 2161 |
| | | Examiner Name | Frantz Coby |
| Sheet 1 of 1 | Attorney Docket Number | | T706-11 |

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| Exr Initials | U.S. Patent Document | | Name of First Inventor of Cited Document | Date of Publication of Cited Document MM-YYYY |
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|--------------------------|-------------------------|-----------|----------------------|-------------------------------------|--|
| Exr Initials | Foreign Patent Document | | | Name of Applicant of Cited Document | Date of Publication of Cited Document MM-YYYY |
| | Country Code | Number | Kind Code (if known) | | |
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| FC | CA | 2323166 | | Basco, Stephen | 04-2001 |

| OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS | | | | |
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| Exr Initials | Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published. | | | |
| FC | Product Literature, Imgis, "AdForce", Copyright 1998, 5 pgs. | | | |
| FC | Product Literature, Engage Technologies, "Engage. Discover", Copyright 1997, 13 pgs. | | | |
| FC | Marketing Literature, FireFly Corporation, "Firefly Passport", 8 pgs | | | |
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| FC | Product Literature, APtex Software, Inc., "SelectCast for Ad Servers", 2 pgs. | | | |

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|--------------------|--------------------|-----------------|---------|
| Examiner Signature | <i>Frantz Coby</i> | Date Considered | 1/13/06 |
| 10/01/05 | | | |

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

09/807887
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| Form PTO-1449 (REV. 8-83) | U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE | ATTY. DOCKET NO. T706-11 | INT. APPLN NO. PCT/US99/28628 |
| INFORMATION DISCLOSURE CITATION (Use several sheets if necessary) | | APPLICANT ELDERING | |
| | | INT. FILING DATE 02 DEC 1999 | GROUP UNKNOWN |

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | | DOCUMENT NUMBER | | | | | | | DATE | NAME | CLASS | SUBCLASS | FILING DATE IF APPROPRIATE |
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| FE | AA | 4 | 5 | 4 | 6 | 3 | 8 | 2 | 10/85 | McKenna et al. | 358 | 84 | |
| FE | AB | 4 | 8 | 8 | 3 | 3 | 0 | 8 | 05/89 | Humble | 235 | 383 | |
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| FE | AD | 5 | 1 | 5 | 5 | 5 | 9 | 1 | 10/92 | Wachob | 358 | 86 | |
| FE | AE | 5 | 2 | 2 | 3 | 9 | 2 | 4 | 06/93 | Strubbe | 358 | 86 | |
| FE | AF | 5 | 2 | 2 | 7 | 8 | 7 | 4 | 07/93 | Von Kohorn | 358 | 84 | |
| FE | AG | 5 | 2 | 3 | 1 | 4 | 9 | 4 | 07/93 | Wachob | 358 | 146 | |
| FE | AJ | 5 | 2 | 8 | 5 | 2 | 7 | 8 | 02/94 | Holman | 358 | 142 | |
| FE | AK | 5 | 4 | 1 | 0 | 3 | 4 | 4 | 04/95 | Graves et al. | 348 | 1 | |
| FE | AL | 5 | 4 | 4 | 6 | 9 | 1 | 9 | 08/95 | Wilkins | 455 | 6.2 | |
| FE | AM | 5 | 5 | 1 | 5 | 0 | 9 | 8 | 05/96 | Carles | 348 | 8 | |

| | | DOCUMENT NUMBER | | | | | | | DATE | COUNTRY | CLASS | SUBCLASS | TRANSLATION | |
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| FE | BA | 9 | 7 | 1 | 2 | 4 | 8 | 6 | 04/97 | WO | | | | |
| FE | BB | 9 | 7 | 4 | 1 | 6 | 7 | 3 | 11/97 | WO | | | | |
| FE | BC | 9 | 8 | 2 | 1 | 8 | 7 | 7 | 05/98 | WO | | | | |
| FE | BD | 9 | 8 | 2 | 8 | 9 | 0 | 6 | 07/98 | WO | | | | |
| FE | BE | 9 | 9 | 0 | 1 | 9 | 8 | 4 | 01/99 | WO | | | | |

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| FE | CA | Product literature, Aptex Software Inc., "SelectCast for Commerce Servers," printed from http://www.aptex.com/products-selectcast-commerce.htm on 06/30/98; 9pp. |
| | CB | Product literature, DoubleClick, "Dynamic Advertising Reporting and Targeting (DART)," printed from http://www.doubleclick.net/dart on 06/19/98; 16pp. |
| FE | CC | Product literature, Imgis, "Ad Force," printed from http://www.starpt.com/core on 06/30/98; 5pp. |
| | CD | Product Literature, AdForce, "AdForce Strategic Partners", printed from http://www.adforce.com/home/cust3 part.htm on 03/27/00; 2pp. |
| FE | CE | Press Release, AdForce, "AdForce Introduces AdForce Everywhere: Advertising, Marketing & Promotions Wherever a Digital Signal Can Be Sent", printed from http://biz.yahoo.com/bw/000327/ca adforce 1.htm on 03/27/00; 3pp. |
| | CF | IEEE Paper, "Netvertising: content-based subgeneric variations in a digital genre" by Fortanet, I., Palmer, J. and Posteguillo, S. 06/98, 12pp. |

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| EXAMINER <i>Franky Coby</i> | DATE CONSIDERED <i>1/13/06</i> |
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EXAMINER: Initial citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



09/807887
JUL 19 2001 REC'D PCT/PTO 19 APR 2001

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|--|--|------------------|----------------|
| Form PTO 609 (REV. 8-83) | U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE | ATTY. DOCKET NO. | INT. APPLN NO. |
| | | T706-11 | PCT/US99/28628 |
| | | APPLICANT | |
| | | ELDERING | |
| INFORMATION DISCLOSURE CITATION (Use several sheets if necessary) | | INT. FILING DATE | GROUP |
| | | 02 DEC 1999 | UNKNOWN |

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | | DOCUMENT NUMBER | | | | | | | | DATE | NAME | CLASS | SUBCLASS | FILING DATE IF APPROPRIATE |
|---------------------|----|-----------------|---|---|---|---|---|---|--|-------|------------------|-------|----------|-------------------------------|
| FL | AN | 5 | 5 | 9 | 2 | 5 | 6 | 0 | | 01/97 | Deaton et al | 382 | 100 | |
| FL | AO | 5 | 6 | 1 | 9 | 7 | 0 | 9 | | 04/97 | Caid et al | 395 | 794 | |
| FL | AP | 5 | 6 | 8 | 7 | 3 | 2 | 2 | | 11/97 | Deaton et al | 395 | 214 | |
| FL | AQ | 5 | 7 | 5 | 8 | 2 | 5 | 9 | | 05/98 | Lawler | 455 | 5.1 | |
| FL | AR | 5 | 7 | 6 | 1 | 6 | 0 | 1 | | 06/98 | Nemirofsky et al | 455 | 3.1 | |
| FL | AS | 5 | 7 | 7 | 4 | 1 | 7 | 0 | | 06/98 | Hite et al | 348 | 9 | |
| FL | AT | 5 | 7 | 7 | 4 | 8 | 6 | 8 | | 06/98 | Cragun et al | 705 | 10 | |
| FL | AU | 5 | 7 | 9 | 4 | 2 | 1 | 0 | | 08/98 | Goldhaber et al | 705 | 14 | |
| FL | AV | 5 | 8 | 3 | 2 | 4 | 5 | 7 | | 11/98 | O'Brien et al | 705 | 14 | |
| FL | AW | 5 | 9 | 4 | 8 | 0 | 6 | 1 | | 09/99 | Merriman et al | 709 | 219 | |
| FL | AX | 5 | 9 | 7 | 4 | 3 | 9 | 9 | | 10/99 | Giuliani et al | 705 | 14 | |

| | | DOCUMENT NUMBER | | | | | | | | DATE | COUNTRY | CLASS | SUBCLASS | TRANSLATION | |
|----|----|-----------------|---|---|---|---|---|---|--|-------|---------|-------|----------|-------------|----|
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| FL | BF | 9 | 9 | 0 | 4 | 5 | 6 | 1 | | 01/99 | WO | | | | |
| FL | BG | 9 | 9 | 4 | 4 | 1 | 5 | 9 | | 09/99 | WO | | | | |
| FL | BH | 0 | 0 | 0 | 8 | 8 | 0 | 2 | | 02/00 | WO | | | | |
| FL | BI | 0 | 0 | 1 | 4 | 9 | 5 | 1 | | 03/00 | WO | | | | |
| FL | BJ | 0 | 0 | 3 | 3 | 2 | 2 | 4 | | 06/00 | WO | | | | |

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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| EXAMINER <i>Stawitz</i> | DATE CONSIDERED <i>1/13/06</i> |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609: Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | |



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JC03 Rec'd PCT/PTO 19 APR 2001

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| Form PTO-1449 (REV. 8-83) | U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE | ATTY. DOCKET NO. T706-11 | INT. APPLN NO. PCT/US99/28628 |
| INFORMATION DISCLOSURE CITATION (Use several sheets if necessary) | | APPLICANT ELDERING | |
| | | INT. FILING DATE 02 DEC 1999 | GROUP UNKNOWN |

U.S. PATENT DOCUMENTS

| EXR INITIAL | | DOCUMENT NUMBER | | | | | | | DATE | NAME | CLASS | SUBCLASS | FILING DATE IF APPROPRIATE |
|----------------|-----|-----------------|---|---|---|---|---|---|-------|-------------------|-------|----------|-------------------------------|
| FE | AY | 5 | 9 | 7 | 7 | 9 | 6 | 4 | 11/99 | Williams et al | 345 | 327 | |
| FE | AX | 6 | 0 | 1 | 2 | 0 | 5 | 1 | 01/00 | Sammon, Jr. et al | 706 | 52 | |
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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| EXAMINER <i>Krantz Coby</i> | DATE CONSIDERED <i>1/13/06</i> |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | |

ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

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|-------------------------------|---|
| Title of Invention | Consumer Profiling and Advertisement Selection System |
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|-------------------------|---------------------------|--|
| Application Number : | 09/807887 |  |
| Confirmation Number: | 5900 | |
| First Named Applicant: | Charles Eldering | |
| Attorney Docket Number: | T706-11 | |
| Art Unit: | 2161 | |
| Examiner: | Frantz Coby | |
| Search string: | (5805974 or 6002393).pn | |

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

| init | Cite.No. | Patent No. | Date | Patentee | Kind | Class | Subclass |
|------|----------|------------|------------|------------|-------|-------|----------|
| FC | 1 | 5805974 | 1998-09-08 | HITE | _____ | _____ | _____ |
| FC | 2 | 6002393 | 1999-12-14 | BEAUREGARD | _____ | _____ | _____ |

Signature

| | |
|--------------------|----------------|
| Examiner Name | Date |
| <i>Frantz Coby</i> | <i>1/13/06</i> |